

angela ayres

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education

BFA in Photography
University of Washington
Seattle, WA

technical proficiency

Adobe CC, Sketch and MS Office.

skills

Digital imaging, style guides,
storyboarding, script writing, project
management, HTML, wireframes,
UI comping, prototyping.

experience

2021-2023 Senior Art Director, XCM (Cross Channel Marketing)
Amazon / Seattle, WA

Responsible for campaign art direction, including finalizing products, and scripts, selecting talent, props and location, gaining PR, Legal and Brand team approvals. Pitched new ideas, presented decks and aligned social workstreams with agency partners, influencers, producers, strategy, campaign managers, and production crew. Raised campaign impact by improving quality, driving efficiency and providing creative testing models, documentation and applied learnings at scale. Expanded new content series, creator activations and conceptual responses to social moments.

2017-2021 Senior Art Director, Young Customer
Amazon / Seattle, WA

Drove creative direction for the Amazon Teen program launch. Produced style guides, photography, animation and video content. Onboarded creative agencies and trained in-house design teams to map creative assets to Amazon brand values and deliver optimized performance. Facilitated all creative reviews and approvals. Communicated youth marketing learnings company wide.

2014-2016 Design Manager
zulily / Seattle, WA

Managed a team of Designers, Illustrators and Art Directors supporting Retention Marketing and Special Events. Responsible for campaign theming and creative strategy across storefront, events, email and ads. Drove the framework for implementation of style guidance of all major seasonal events. Lead monthly interdisciplinary concept and ideation sessions. Coordinated an improved design schedule across Marketing, Editorial, Studio and Tech teams.

2013-2014 Senior Art Director
Julep Beauty / Seattle, WA

Established a visual identity across beauty campaigns. Managed a team of Graphic Designers supporting Acquisition Marketing. Organized talent and crew onset at photo shoots, provided art direction and styling. Implemented an integrated brief format and streamlined the approval process. Delivered Marketing content promoting subscription benefits.

2011-2013 Lead Designer, Softlines
Amazon Fashion / Seattle, WA

Provided art direction for photography and designed graphic asset templates. Worked with Editorial, Merchandising and Development teams to elevate photography and redesign category pages. Managed design requests, projects and team workflow. Lead concepting and design exploration for graphic suite production. Implemented brand guidelines and design management systems. Hired and trained a team of Graphic Designers working across categories and retail programs.